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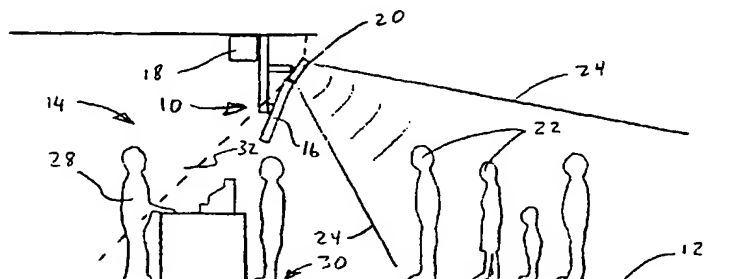
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- (71) Applicant (for all designated States except US): **AMERICAN TECHNOLOGY CORPORATION** [US/US]; 13114 Evening Creek Drive South, San Diego, CA 92128 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **NORRIS, Elwood. G.** [US/US]; 16101 Blue Crystal Trail, Poway, CA 92064 (US). **CROFT, James, J., III** [US/US]; 13633 Quiet Hills Drive, Poway, CA 92604 (US).
- (74) Agents: **NORTH, Vaughn, W.** et al.; Thorpe, North & Western LLP, P.O. Box 1219, Sandy, UT 84091-1219 (US).
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(54) Title: SYSTEM AND METHOD FOR DELIVERING AUDIO-VISUAL CONTENT ALONG A CUSTOMER WAITING LINE



(57) Abstract: A system for providing audio information to persons in an approach path (12) includes an interaction point (14), and an approach path (12) leading to the interaction point. A parametric sound system (18) is provided, which includes a parametric speaker (20) disposed adjacent to the interaction point. The parametric sound system is configured for limited delivery of sound in a spatially limited audio zone (24) along the approach path (12), within a decibel level above ambient noise levels in the area of the interaction point (14), and sufficiently high to be heard primarily by a person progressing along the approach path (12). The interaction point can be a cashier station, and the system can also include a video display (16) configured to provide video information to persons in the approach path along with the audio information.